

## Family Activity 3

# Promote Your School!

Advertising can be used for more than selling products. It also can be used to raise awareness and promote events. Use your new understanding of advertising to create an ad promoting an event, cause, or place at your school. Whether it's about a bake sale or a sporting event, your school's great playground or cafeteria, your ad can let people know about it. Use this sheet to plan your ad.

**Get Started: Choose your school event, cause, or place.**

Our family chose: \_\_\_\_\_

We chose this because: \_\_\_\_\_

**Audience: Who is your advertisement for?**

Our audience is: \_\_\_\_\_

Our audience likes: \_\_\_\_\_

Our audience dislikes: \_\_\_\_\_

**Type of Ad: What kind of ad will you create?**

- Poster
- Internet ad
- Flyer
- Viral video
- Other: \_\_\_\_\_

**Placement: Where will you place your ad?**

We will place our ad: \_\_\_\_\_

This is the best place to reach our audience because: \_\_\_\_\_

 **Brainstorm space—draw or write your ideas for the ad here.**

